

Triple J Unearthed

Web Proposal

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Background Research

The screenshot shows the desktop version of the Triple J Unearthed website. At the top, there's a navigation bar with links for 'music', 'reviews', 'playlists', 'programs', 'articles', 'gigs', 'charts', and 'competitions'. A search bar is also present. Below the navigation, there are several promotional boxes for different music-related events and artists. One box for 'RÜFÜS DU SOL' has a 'REMIX COMPETITION' section. Another box for 'FALLS FESTIVAL' shows a large graphic of the festival logo. On the left side, there's a sidebar with a 'just played on Unearthed' section listing artists like Shady Nasty, Mammals, Ivey, SADIVA, Candy, Liza Flume, Tess Hannah, r.e.m.edy, RAT!hammock, and Yaw Faso. There's also a 'charts' section at the bottom.

Current desktop landing page

This screenshot shows the mobile version of the Triple J Unearthed website. The layout is much more compact and cluttered than the desktop version. It features a similar navigation bar at the top. Below it, there are several small, overlapping cards for various events and artist profiles. The text and details in these cards are very small and difficult to read on a mobile device. The overall design lacks the clear hierarchy seen on the desktop version.

Current mobile landing page

User Research

The screenshot shows the desktop version of the Triple J Unearthed registration form. It has a clean, modern design with a green header and a white background. The form is divided into sections: 'why register?' (with options for 'I'm a music lover' and 'I'm a music maker'), 'about you' (with fields for first name, last name, gender, contact number, date of birth, country, and postcode), and 'your Unearthed profile' (with fields for profile name, email address, and password). The form uses a mix of dropdown menus and text input fields, with some fields marked as required with an asterisk.

Current desktop signup page

The Triple J Unearthed website is a platform for promoting local independent artists and music. The main users of the website are typically younger, from high school aged to young adults.

The main problem with the current website design is its lack of responsiveness to mobile devices. On smaller screens, the small text is difficult to read and the layout feels cluttered.

This goal of this proposal is to enhance the user onboarding experience of the website.

User Profiles

User Research

User Profile Type

Bedroom Producer

Local music fan

Age

22

18

Device

Laptop
Smartphone

Laptop
Smartphone

Needs

- Inspiration
 - Community
 - Collaboration
- Songwriter
 - Lyricist
 - Opportunities

- Discover new music
 - Community
 - Discover local gigs
- Review songs
 - Listen to live radio

Motivations

- Wants to become pop music producer
- Network and collaborate with other musicians
- Promote music

- Enjoys discovering and listening to new local music
- Wants to meet a like-minded community
- Wants to be able to interact with musicians

Frustrations

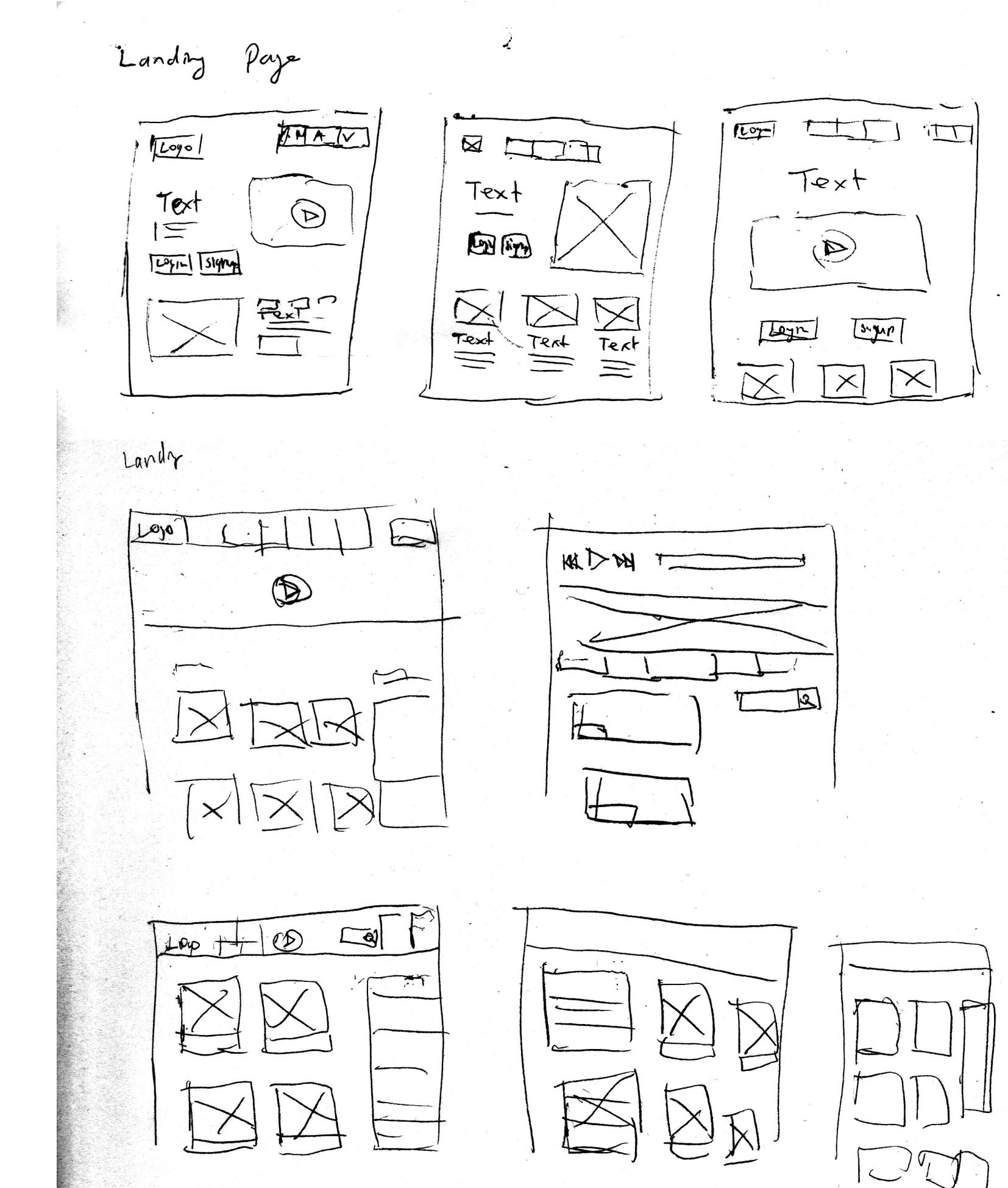
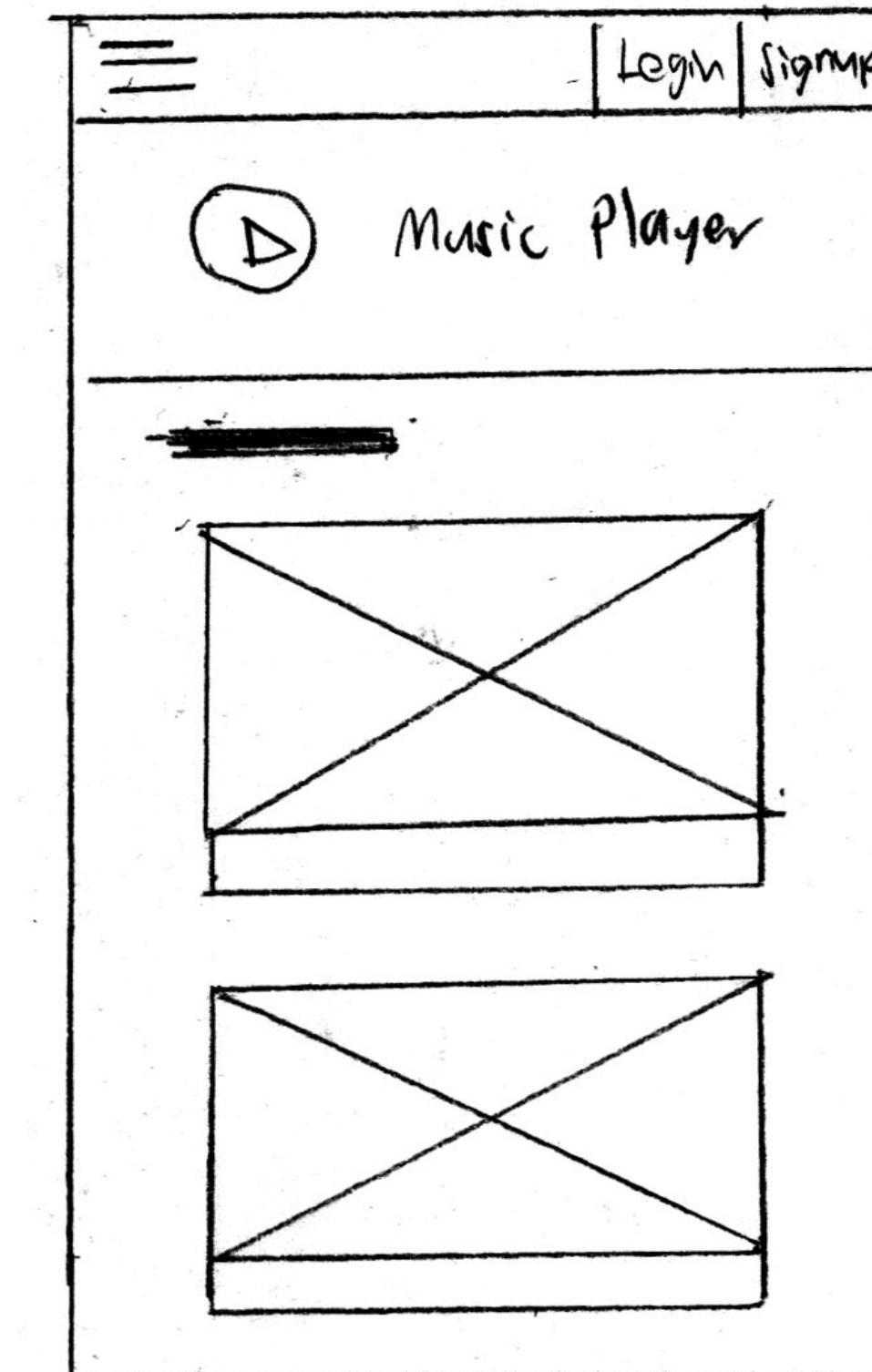
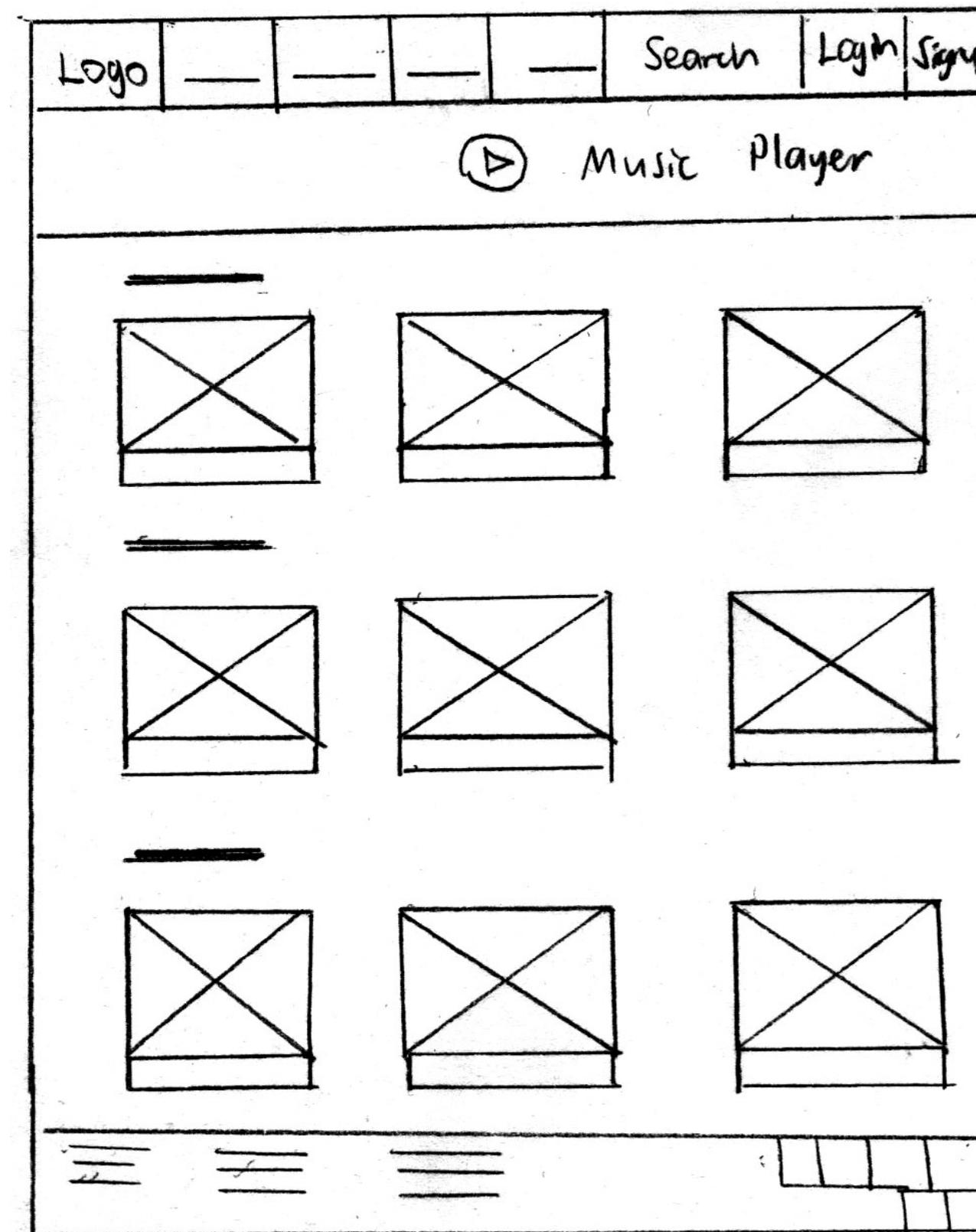
- Tedious sign up process
- Slow website
- Text heavy website
- Lack of users/activity on the website
- Requiring too much information on sign up

- Tedious sign up process
- Slow website
- Cluttered website
- Lack of users/activity on the website
- Requiring too much information on sign up

Annotated Sketches

Ideation

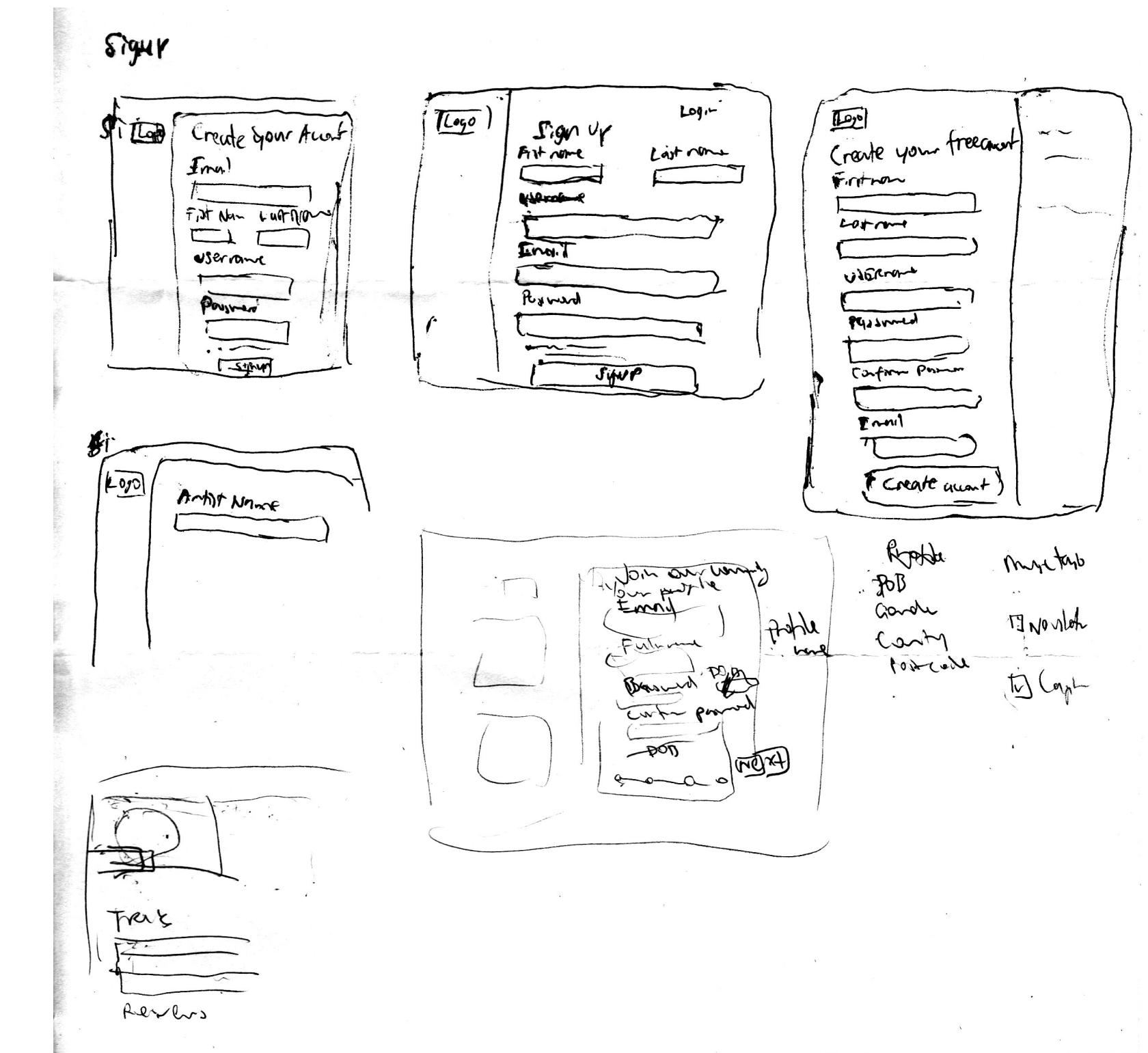
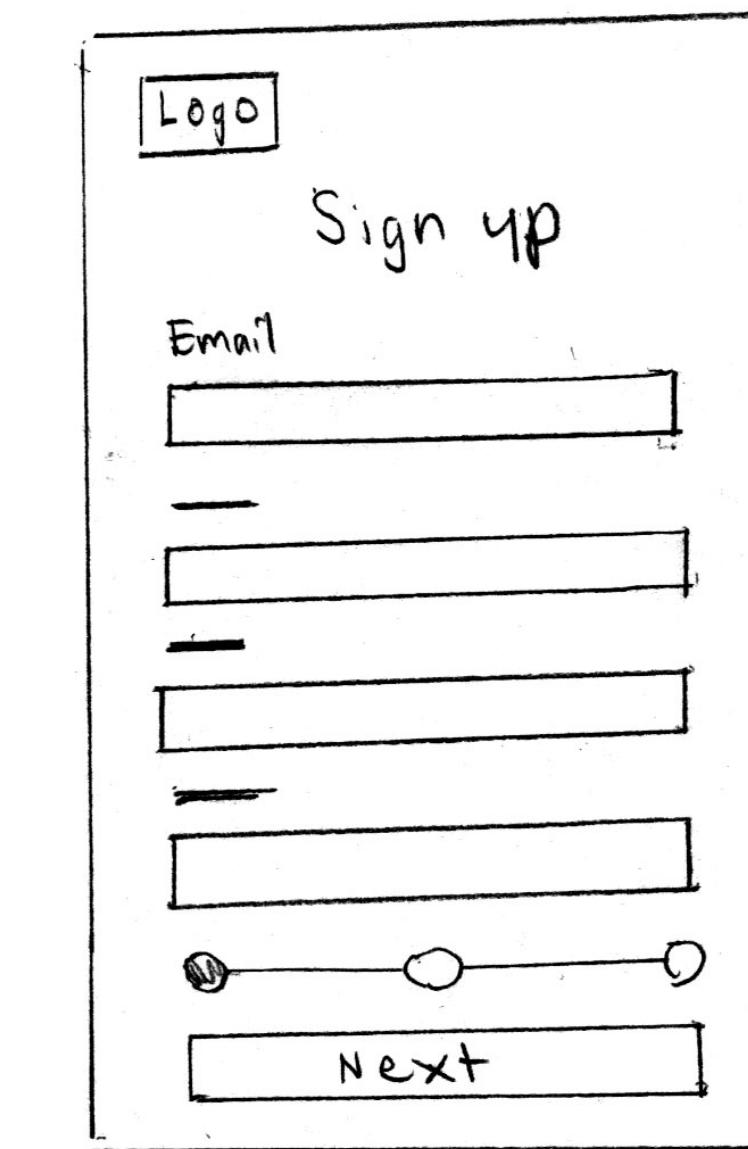
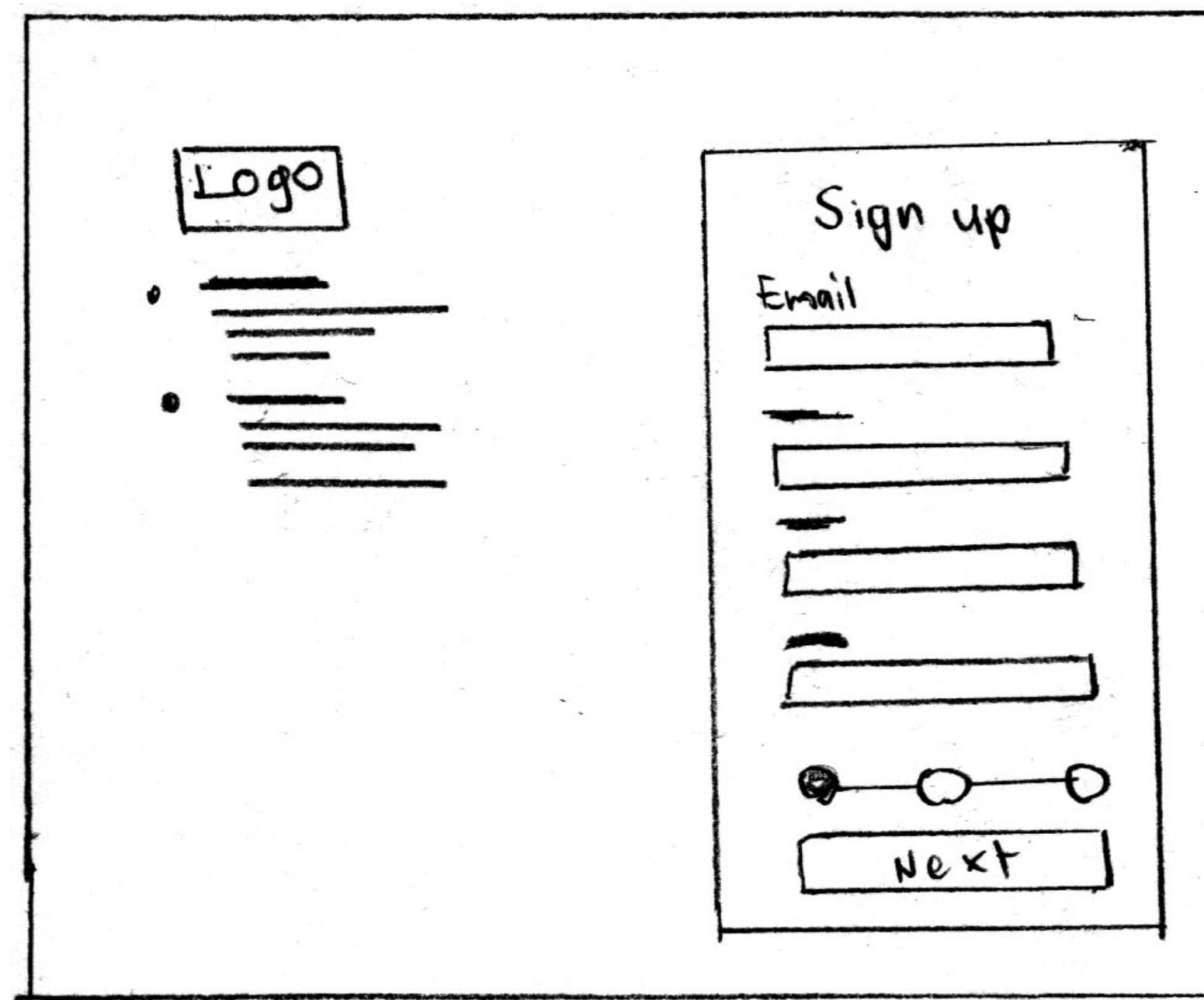
Key features of the current landing page were considered and reorganised through a variety of sketches to create a more digestible experience.



Annotated Sketches

Ideation

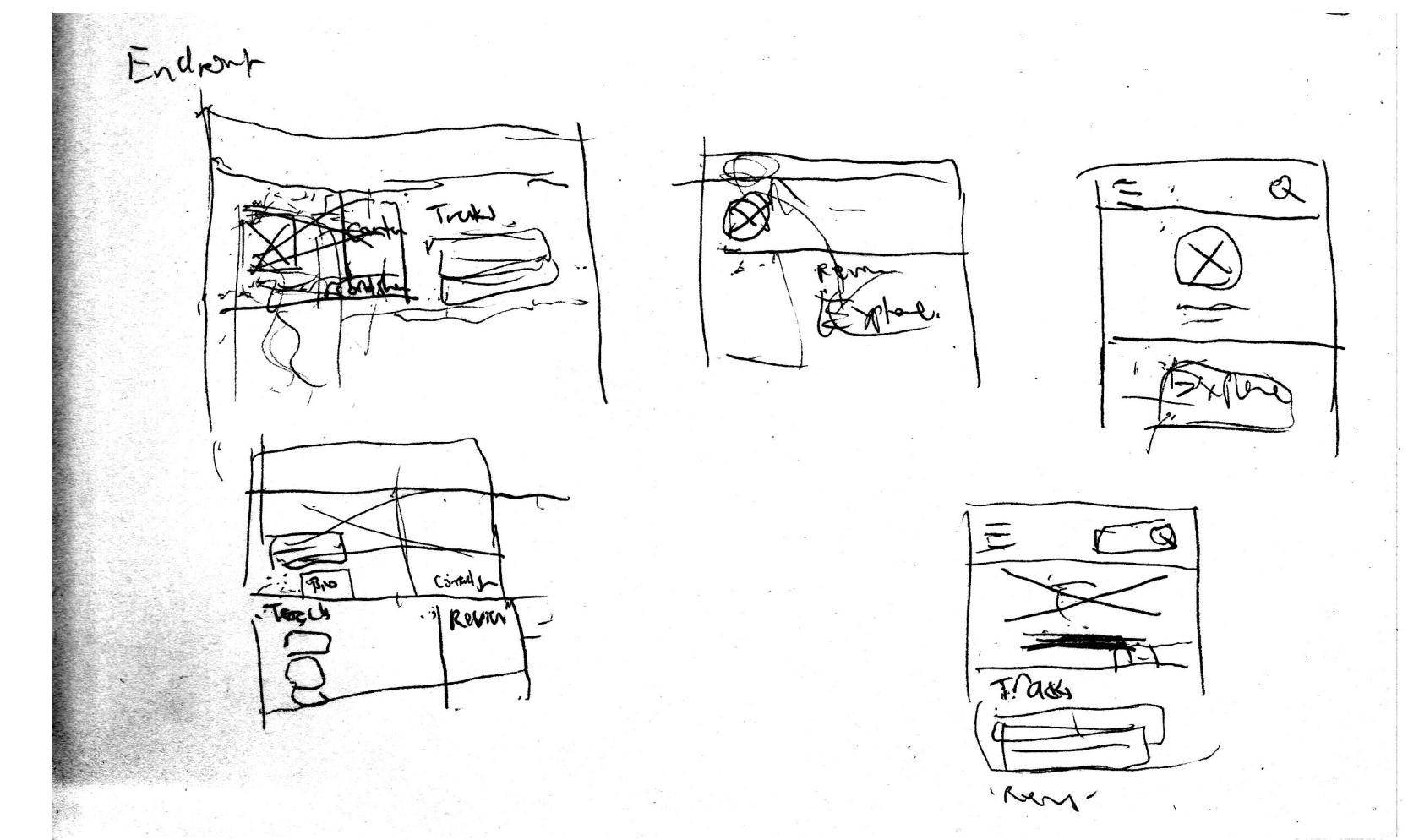
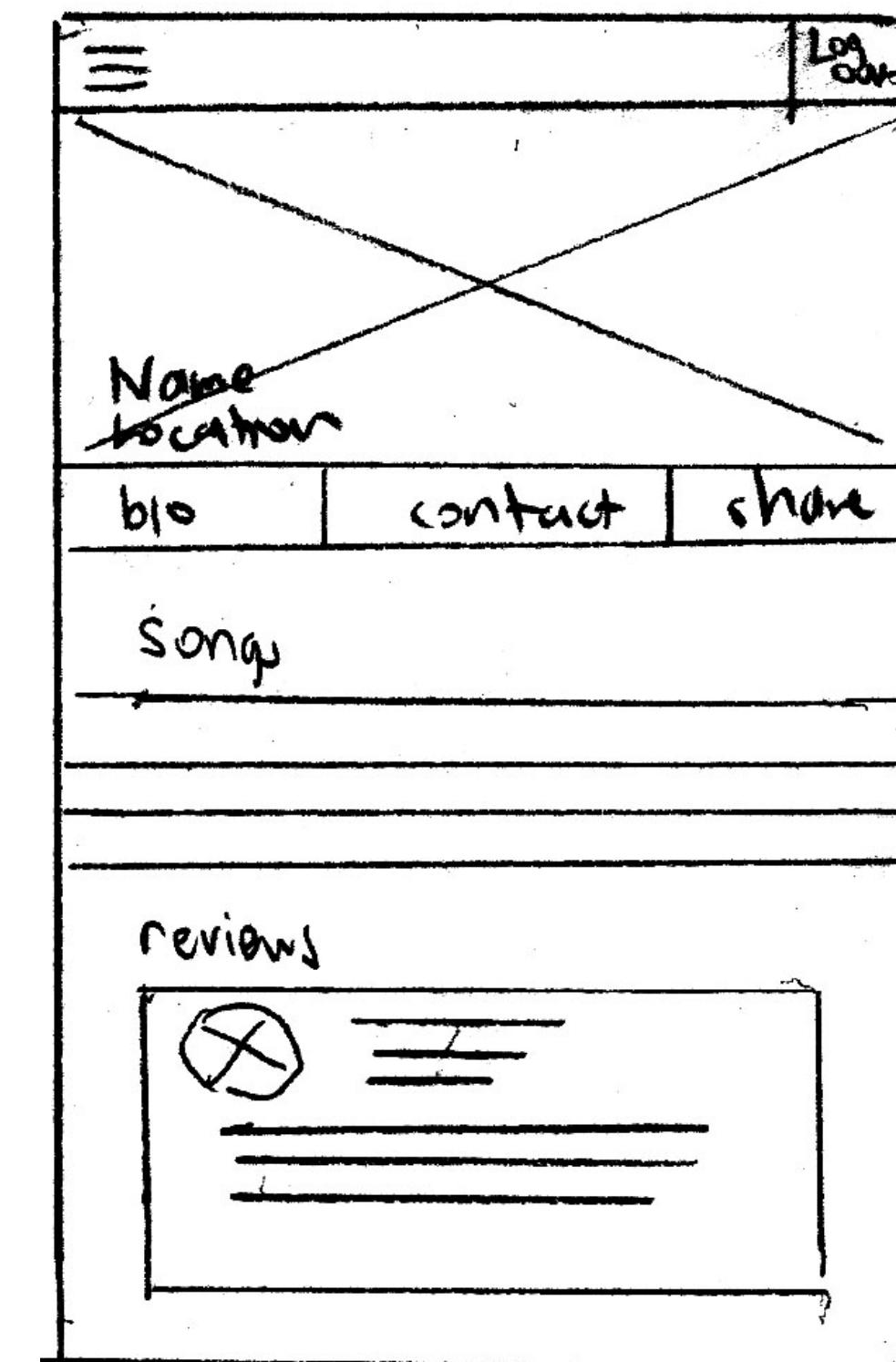
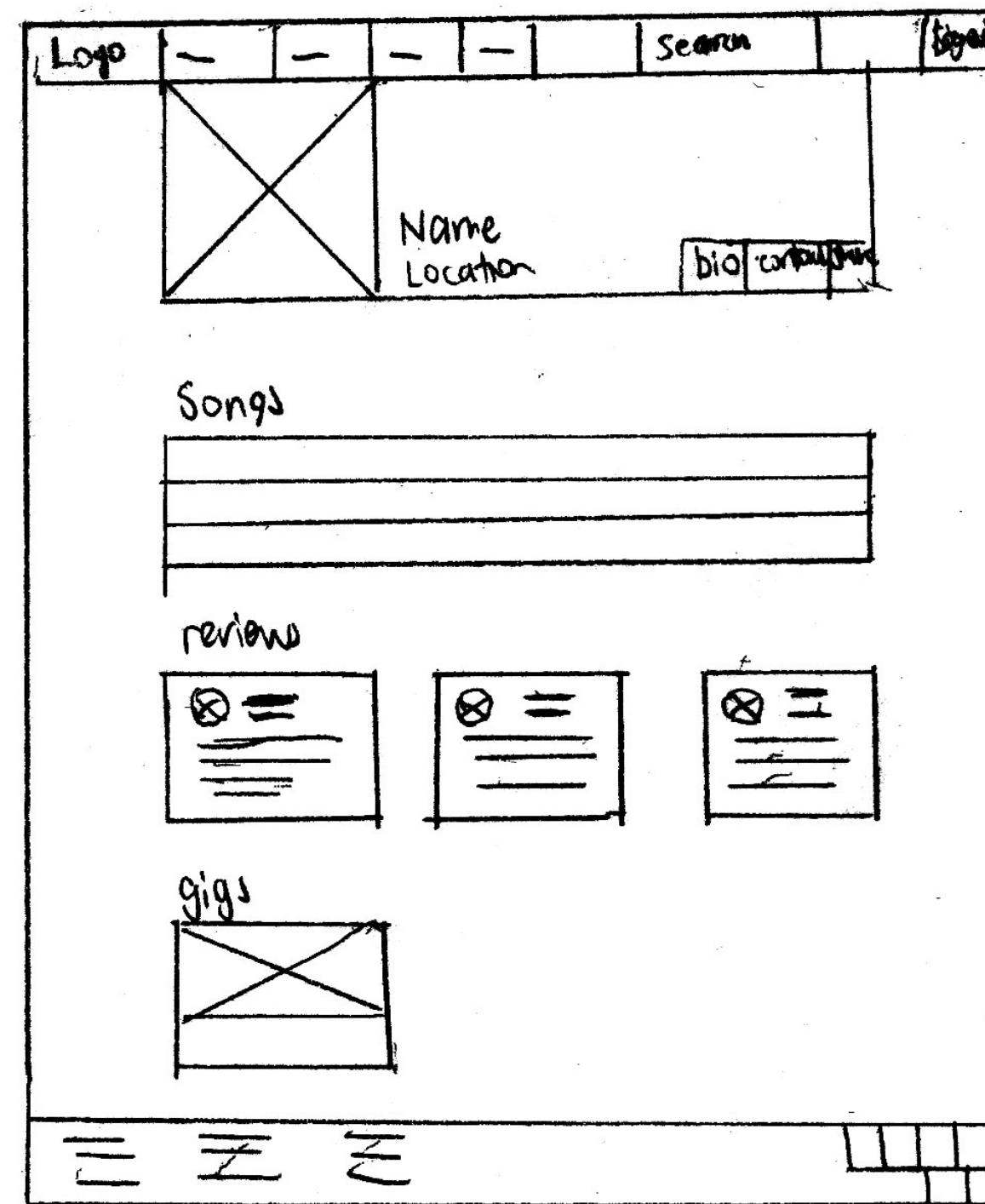
The sign up page was redesigned by breaking down the current sign up page into three separate sections, enhancing the mobile sign up experience.



Annotated Sketches

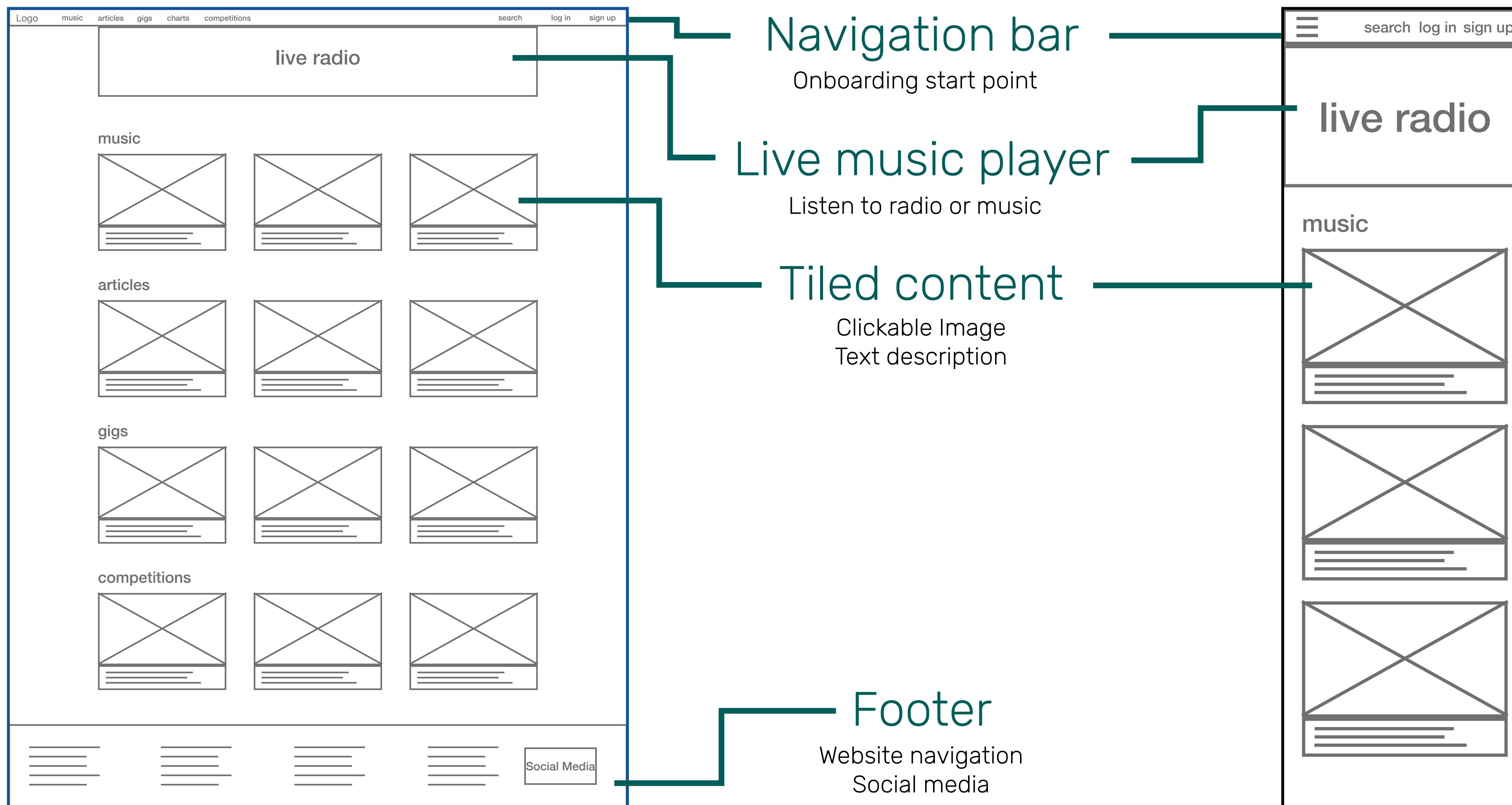
Ideation

The membership endpoint page utilises a 'blank slate' design pattern as described by Toxboe (2019). This page is a redesign of the current Triple J Unearthed profile page.



Low Fidelity Wireframes

Designs



Low Fidelity Wireframes

Designs

This low-fidelity wireframe shows a registration process. It includes a logo, a section for 'why register?' with three input fields, and a main form area. The main form contains fields for Email, Full name, Password, and Confirm password. At the bottom is a horizontal progress bar with three segments and a 'Next' button. A teal line highlights the progress bar.

Logo
why register?
Email
Full name
Password
Confirm password
Next
Sign in

This low-fidelity wireframe shows a registration process. It includes a logo, a section for 'why register?' with three input fields, and a main form area. The main form contains fields for Date of Birth (with Day, Month, Year inputs), Gender (dropdown), Country (dropdown), and Postcode. At the bottom is a horizontal progress bar with three segments and a 'Next' button. A teal line highlights the progress bar.

Logo
why register?
Date of Birth
Day Month Year
Gender
Country
Postcode
Previous Next
Sign in

This low-fidelity wireframe shows a registration process. It includes a logo, a section for 'why register?' with three input fields, and a main form area. The main form contains fields for Your music tastes, Unearthed news (checkbox), and Captcha (checkbox). At the bottom is a horizontal progress bar with three segments and a 'Create' button. A teal line highlights the progress bar.

Logo
why register?
Your music tastes
Unearthed news
Captcha
Previous Create
Sign in

This high-fidelity design adds an 'Information' section to the left of the main form. This section contains the text 'Benefits of signing up' and 'Disappears in smaller screen'. The main form structure remains the same as the second low-fidelity wireframe.

Logo
Create your Unearthed account now
Email
Full name
Password
Confirm password
Next
Sign in

Information
Benefits of signing up
Disappears in smaller screen

Progress bar
Informs user of signup progress

This high-fidelity design adds a more complex progress bar to the bottom of the main form area. It includes 'Previous', 'Next', and a central segment with three dots and a line connecting them. The main form structure remains the same as the second low-fidelity wireframe.

Logo
Create your Unearthed account now
Date of Birth
Day Month Year
Gender
Country
Postcode
Previous Next
Sign in

Autocomplete
User is not restricted to set number of checkboxes as in the current signup form

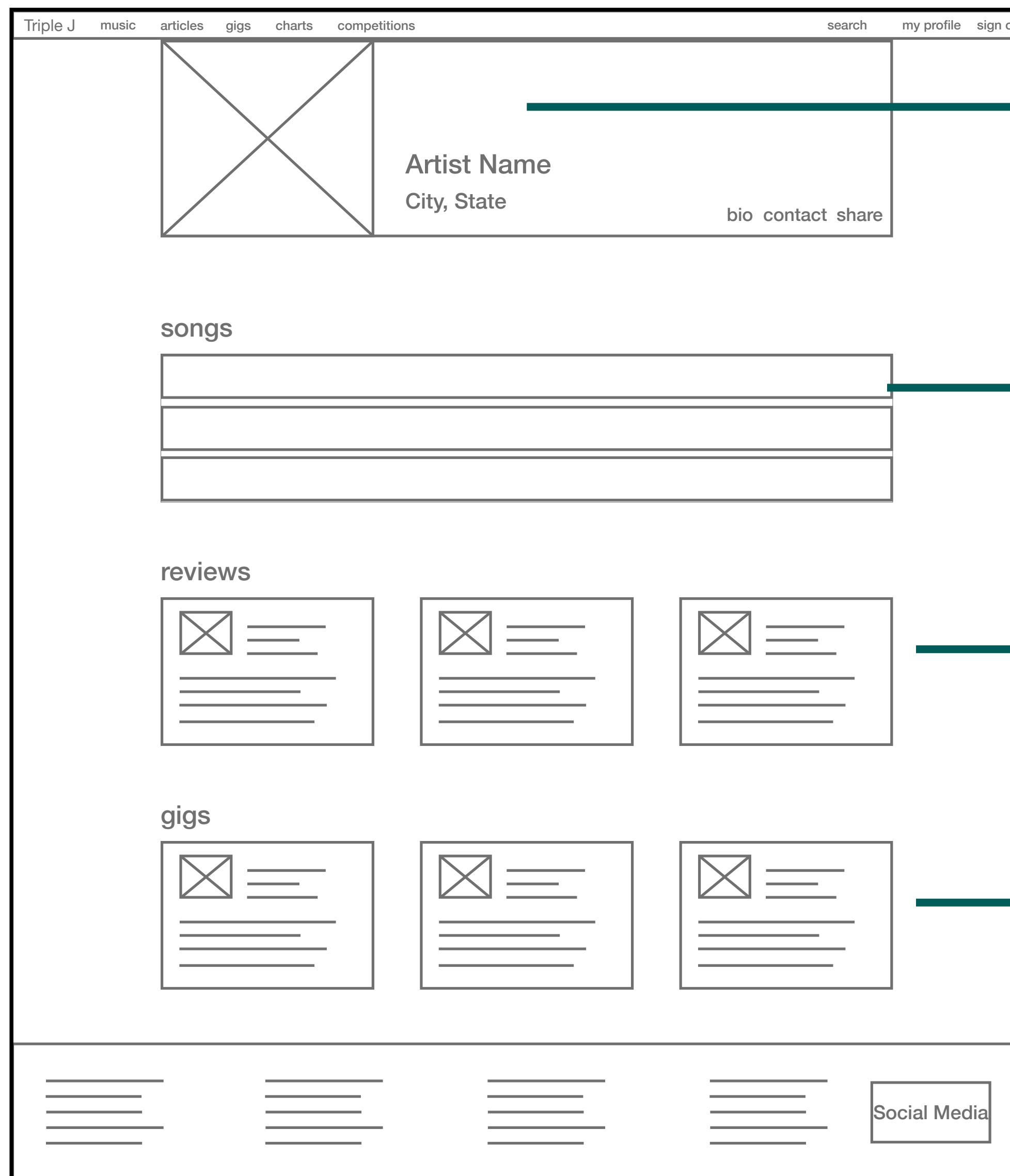
Verification
Ensure account is created by a human

This high-fidelity design adds a 'Verification' section to the left of the main form. This section contains the text 'Ensure account is created by a human'. The main form structure remains the same as the second low-fidelity wireframe.

Logo
Create your Unearthed account now
Your music tastes
Unearthed news
Captcha
Previous Create
Sign in

Low Fidelity Wireframes

Designs



Customisation

Users can customise their profile picture, banner and biography

Sharing

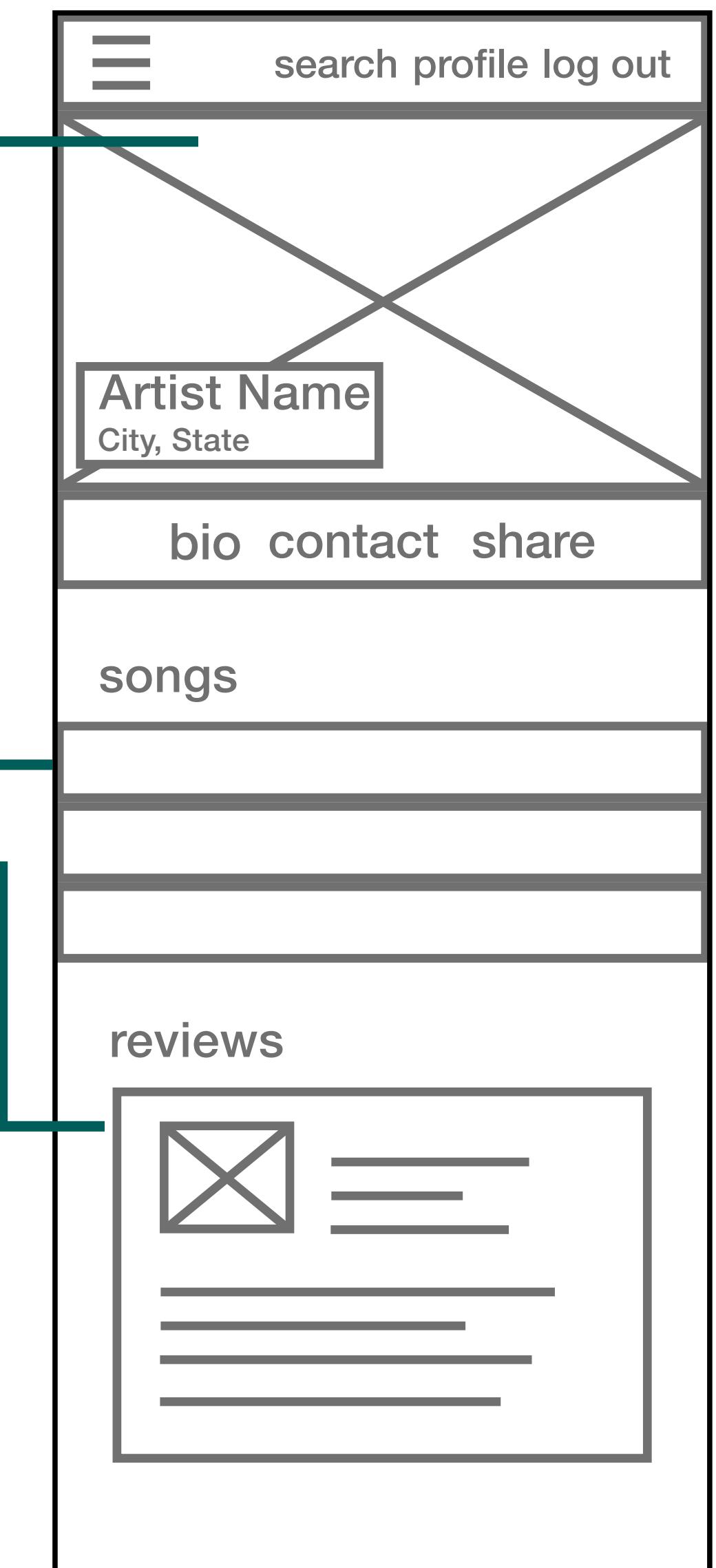
Users can upload and share their music

Feedback

Users can provide and receive feedback on each other's music

Network

Users can create and attend each other's gigs



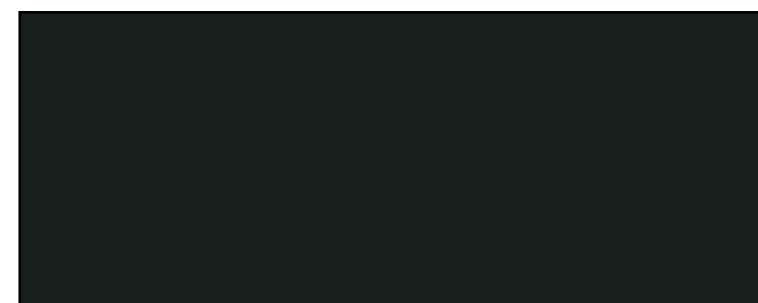
Basic Style Guide

Designs

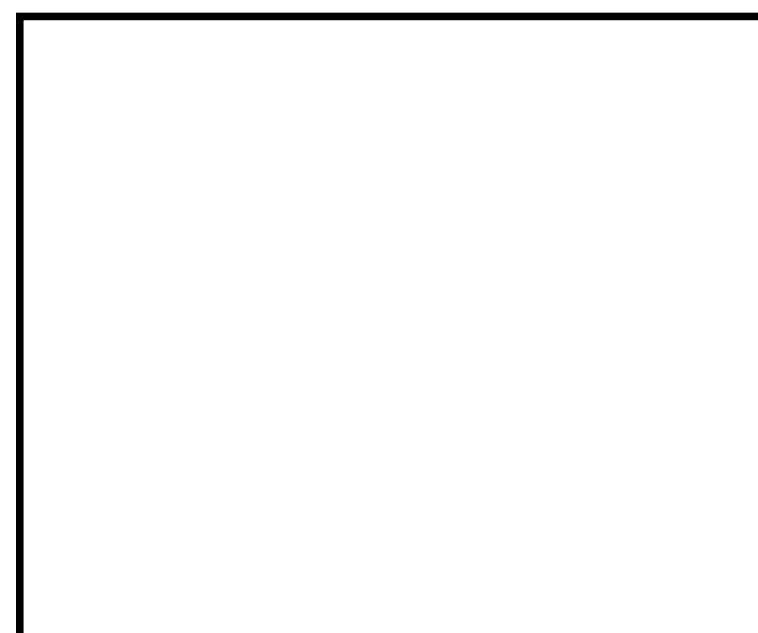
Colours



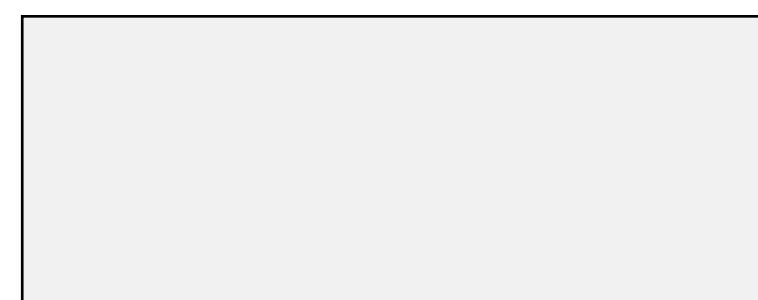
Graphical elements
Header/footer background
Headings
Buttons



Body text



Content background
Graphical elements
Header/footer text



Page background

Logos



unearthed

Typeface

Rubik medium for headings, header/footer, graphical content, form text



Rubik light for text descriptions in tiled content

Mockups

music articles competitions gigs charts

click play to listen triple j unearthed live radio

00:00:00

music

- Ruby Feels - Dinosaurs (live)
- Mad & Porter - Sheltered (live)
- Nikkee - highkey (live)

articles

- Feature Artist: Dave Winnell
- RUFUS DU SOL REMIX TIPS
- MENTAL HEALTH IN THE MUSIC INDUSTRY

competitions

- RUFUS DU SOL Remix Competition
- SPLIT MILK 2019
- FALLS FESTIVAL

articles competitions gigs charts programs

music featured artists reviews playlists about help & faqs contact us newsletter

Download the triple j unearthed app:

Create your account

Email

Full name

Password

Confirm password

Next

Already have an account? [Sign in.](#)

Create your account

Date of Birth
Day Month Year

Gender

Country

Postcode

Previous **Next**

Already have an account? [Sign in.](#)

why register?

i'm a music lover

Register as an Unearthed member and get involved with the Unearthed community.

- You can share your music tastes by rating and reviewing tracks, creating and tagging playlists.
- Follow and connect with like-minded music lovers, triple j presenters, and artists.
- See when and where local artists are playing

i'm a music maker

We listen to all the music that artists upload to the website and if we like what we hear, you could:

- be played on Unearthed digital radio
- be played on triple j radio
- be in the running to play at music festivals, or loads of other competitions we run.

Previous **Create**

Already have an account? [Sign in.](#)

unearthed music articles competitions gigs charts search Unearthed profile log out

Jake Smith
Sydney, NSW

bio contact share

Welcome to the unearthed family! Start by updating your profile picture and bio. See you around!

songs

reviews

your song reviews will be shown here

gigs

gigs you have created will be shown here

competitions

competitions you have entered in will be shown here

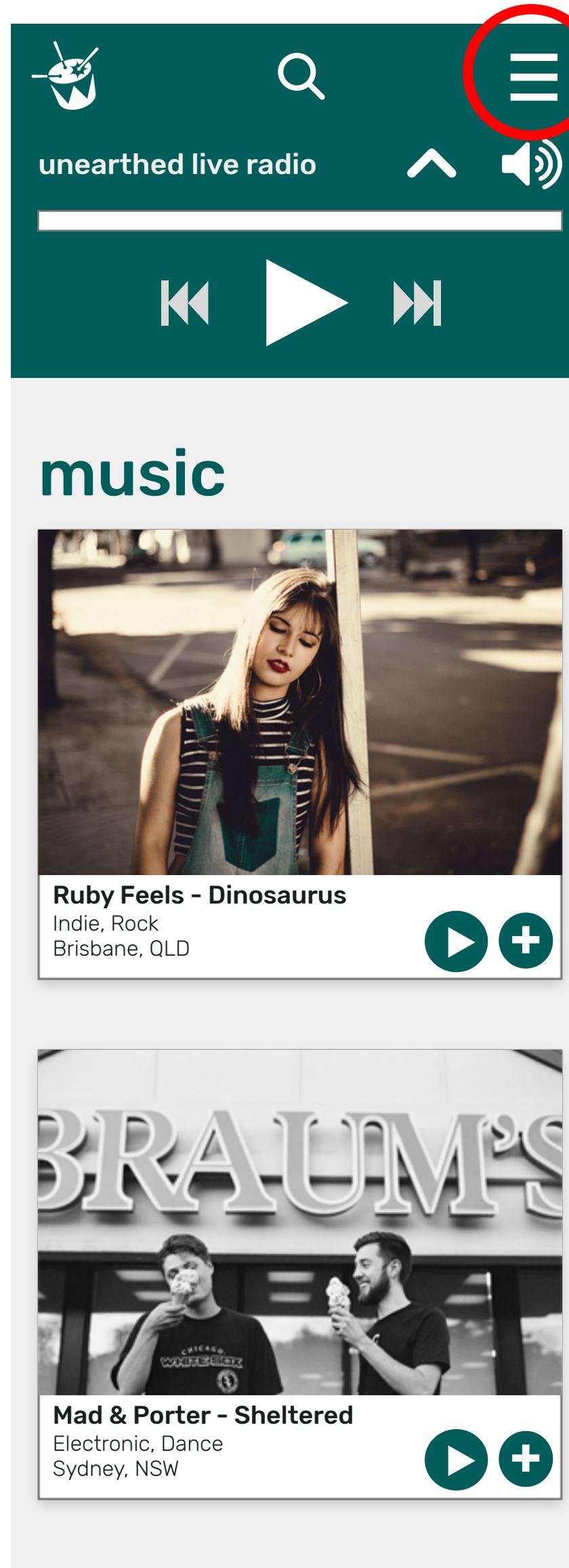
articles competitions gigs charts programs

music featured artists reviews playlists about help & faqs contact us newsletter

Download the triple j unearthed app:

User Flow

Mockups



Create your account

Email

Full name

Password

Confirm password

Next

Already have an account? [Sign in.](#)

Create your account

Date of Birth
Day Month Year

Gender

Country

Postcode

Previous Next

Already have an account? [Sign in.](#)

Create your account

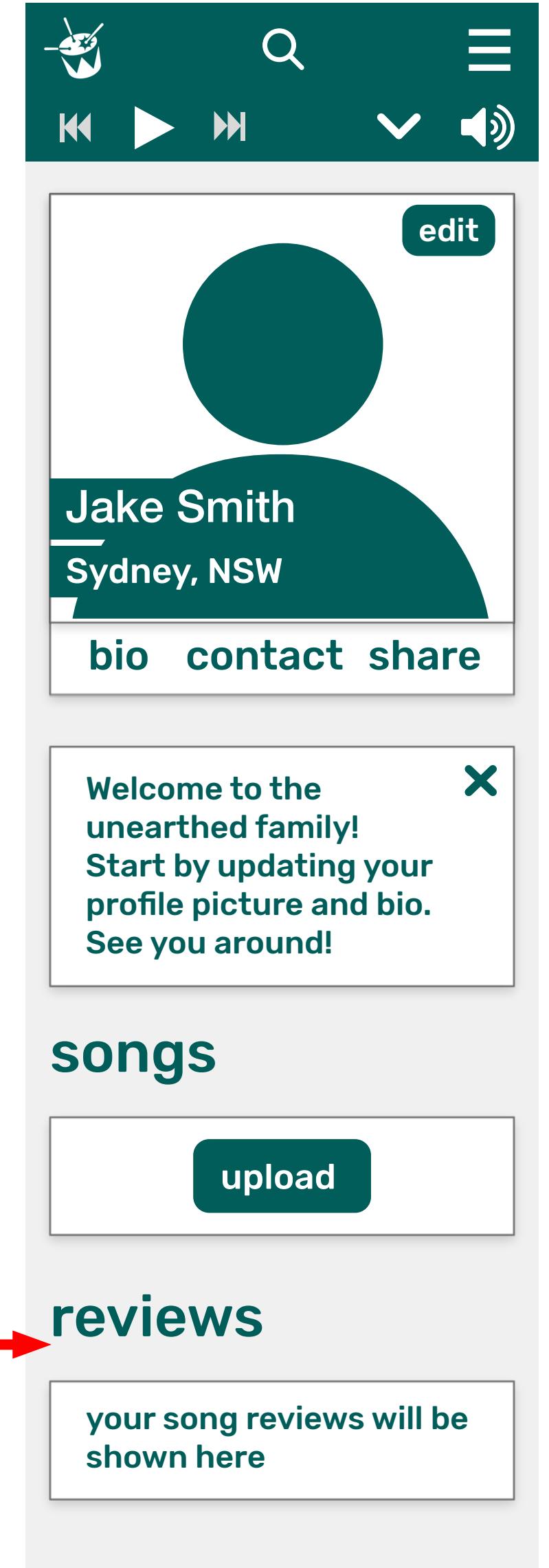
Your music tastes

Unearthed news Add me to the newsletter

I'm not a robot reCAPTCHA Privacy - Terms

Previous Create

Already have an account? [Sign in.](#)



User Flow

Reflection

User Flow

UX

The Triple J Unearthed website and onboarding process was redesigned to meet the expectations of the young adult users. The landing page content and the onboarding process was laid out so that content is easy to scan as the user group indicates that they do not enjoy reading large amounts of text (Moran, 2016).

In the small screen design, the navigation bar of the landing page is greatly simplified to a few icons to minimise clutter. Although this makes the onboarding process less obvious, this may not be a severe issue, as young adult users are extremely confident in their ability to navigate digital interfaces (Moran, 2016).

The layout of the tiled content layout in the landing page is inspired by social media websites such as Youtube, Tumblr, Facebook and is familiar to the young adult users (Di Marco, 2016).

Aesthetics

The colour combination were checked using the WCAG Contrast Checker website to ensure maximum accessibility.

The prevalent use of flat design is more appreciated by young adults than older adults (Moran, 2016).

References

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